

COMMUNICATION APPREHENSION AMONG UUM STUDENTS

**A thesis submitted to the Graduate School in partial
fulfillment of the requirements for the degree
Master of Science (Management),
Universiti Utara Malaysia**

by

Wong Wee Shunp



**Sekolah Siswazah
(Graduate School)
Universiti Utara Malaysia**

**PERAKUANKERJAKERTASPROJEK
(Certification of Project Paper)**

Saya, yang bertandatangan, memperakukan bahawa
(I, the undersigned, certify that)

WONG WEE SHUNG

calon untuk Ijazah
(candidate for the degree of) Sarjana Sains (Pengurusan)

telah mengemukakan kertas projek yang bertajuk
(has presented his/her project paper of the following title)

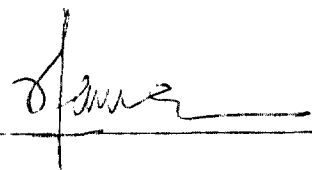
COMMUNICATION APPREHENSION AMONG UUM STUDENTS

seperti yang tercatat di muka surat tajuk dan kulit kertas projek
(as it appears on the title page and front cover of project paper)

bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan,
dan meliputi bidang ilmu dengan memuaskan.
(that the project paper acceptable in form and content, and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia _____ Pn. Haslina binti Halim
(Name of Supervisor!)

Tandatangan
(Signature)



Tarikh
(Date)

11 October 1998

GRADUATE SCHOOL
UNIVERSITI UTARA MALAYSIA

PERMISSION TO USE

In presenting, this thesis in partial fulfillment of the requirements for a post graduate degree from Universiti Utara Malaysia, I agree that the University Library may make it freely, available for inspection. I further agree the permission for copying of this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or, in her absence, by the Dean of the Graduate School. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part, should be addressed to:

Dean of Graduate School
Universiti Utara Malaysia
06010 **UUM** Sintok
Kedah Darul **Aman**

ABSTRAK

Kekhuatiran berkomunikasi telah menjadi satu subjek penyelidikan sejak dua abad yang lalu. Kepada sesetengah golongan manusia yang tertentu, kekhuatiran berkomunikasi merupakan satu “penyakit” (trait), sementara kepada sesetengah orang pula kekhuatiran berkomunikasi berbeza-beza dari seorang ke seorang dan dari situasi ke situasi yang lain (state). Kekhuatiran berkomunikasi merupakan satu fenomena yang umum yang sentiasa dikaji di antara pelajar-pelajar institusi tinggi di Amerika Syarikat. Akan tetapi, ianya agak kurang mendapat perhatian dalam penyelidikan terhadap mahasiswa dan mahasiswi di Malaysia.

Kajian ini bertujuan menilai tahap kekhuatiran berkomunikasi di antara mahasiswa dan mahasiswi di Universiti Utara Malaysia (UUM). Mahasiswa dan mahasiswi telah diminta menjawab soal selidik Laporan Perseorangan Mengenai Kekhuatiran Berkomunikasi - 24 (PRCA-24) yang mengukur tahap kekhuatiran berkomunikasi secara keseluruhan, kumpulan, mesyuarat, berduaan dan ucapan umum. Mahasiswa dan mahasiswi juga diberi soal selidik di mana memerlukan mereka menyatakan 1) pengkhususan pengajian; 2) tahun di dalam universiti; 3) jantina; 4) bangsa; dan 5) tempat asal mereka.

Keputusan menunjukkan bahawa tahap kekhuatiran berkomunikasi di antara mahasiswa dan mahasiswi di UUM adalah lebih rendah berbanding dengan purata tahap kekhuatiran berkomunikasi di negara barat. Walau pun begitu, perbezaannya adalah begitu kecil dan tidak ketara. Ia menunjukkan bahawa tiada perbezaan dan perhubungan yang nyata di antara: 1) pengkhususan pengajian; 2) tahun di dalam universiti; 3) jantina. 4) bangsa; dan 5) tempat asal mahasiswa dan mahasiswi di UUM. Akan tetapi, dalam konteks mesyuarat dan ucapan umum, mahasiswa dan

mahasiswi tahun | clan 2 menunjukkan tahap kekhuatiran berkomunikasi yang lebih tinggi. Manakala, mahasiswa adalah didapati mempunyai tahap kekhuatiran berkomunikasi yang lebih rendah berbanding dengan mahasiswi dalam konteks mesyuarat dan ucapan umum. Penyelidikan ini memberi maklumat tambahan mengenai kekhuatiran berkomunikasi terhadap mahasiswa dan mahasiswi di Malaysia. Cadangan untuk penyelidikan lanjutan adalah disyorkan dalam kajian ini.

ABSTRACT

Communication apprehension (CA) has been the subject of several investigations **in the last** twenty years. For some people, CA is pathological (trait) while for others, it fluctuates from person to person. and from situation to situation (state). CA is a prevalent phenomenon which has been studied among college students in the United States of America. Little, if any, research has focused on CA among undergraduate students **in** Malaysia.

This study assessed CA among undergraduate students in Universiti Utara Malaysia (UUM). The undergraduate students were asked to fill the Personal Report of Communication Apprehension-24 (PRCA-24) which measures the overall CA in group, meeting, dyadic and public speaking. These students were also required to indicate their: 1) major of study; 2) year in university; 3) gender; 4) race; and 5) state of residence.

The findings indicate that CA exist among the undergraduate students in UUM with the average overall score is slightly below than the studies conducted in the western countries. It was noted that there is no difference and relationship between 1) major of study; 2) year in university; 3) gender; 4) race; and 5) place of residence among UUM undergraduate students. It was also found that the first year and second year students were particularly apprehensive in meeting and public speaking as compared to the third and fourth year students. On the other hand, male undergraduate students had significantly low CA than female undergraduate students in meeting and public speaking. This study provides added information **about** CA among undergraduate students in Malaysia. Recommendations for further research are suggested.

ACKNOWLEDGEMENTS

I am thankful to have been blessed by my supervisor Puan Haslina Halim Hamzah to serve as my advisor who has guided me throughout the semester. She has unselfishly given me **her** valuable time, shared **with me** her considerable wisdom, and served as true mentor. I cannot think of any other way to repay what she has given me but I promise that I can help the communication apprehensives in some way or another to overcome this problem in my teaching profession.

Special thanks to Dr. James C. McCroskey for his scholastic guidance through e-mails from the United States of America. Thank you to all my friends especially Mr. Phang **Yoon** Ming, Mr. Tan Weng Hooi, and Mr. Tay Chong Seng for the words of encouragement, support and patience in getting me through this program.

Thanks to my parents, brothers and sisters who have given **me** unquestioned, unconditional love and support in every situation throughout the years. They have instilled strength, values and beliefs, that have directly led to all the success I have known. Thank you very much for your endless support and confidence.

Thank you Jesus.

List of Tables

		Page
Table 1 --	ANOVA - Major of study and CA	38
Table 2 --	ANOVA - Major of study and communication situations . . . , . .	39
Table 3 --	ANOVA - Year in university and CA	40
Table 4 --	ANOV 4 - Year in university and communication situations , , .	41
Table 5 --	T-test - Gender and CA	42
Table 6 --	T-test - Gender and communication situations	43
Table 7 --	T-test - Race and CA	44
Table 8 --	T-test - Race and communication situations	45
Table 9 --	ANOVA - State of residence and CA	46
Table 10 --	ANOVA - State of residence and communication situations	47

Table of Contents

	Page
PERMISSION TO USE	i
ABSTRACT (BAHASA MALAYSIA)	ii
ABSTRACT (ENGLISH)	iv
ACKNOWLEDGEMENTS	v
LIST OF TABLES	vi
TABLE OF CONTENTS	vii
CHAPTER ONE : INTRODUCTION	1
Purpose of the study	3
Significance of the study	4
Definition of terms	5
Stage fright	5
Speech anxiety	6
Shyness	7
Reticence	8
CHAPTER 2 : LITERATURE REVIEW	9
State versus trait apprehension	9
Causes of CA	11
Effects of CA	19
Research Questions	24
CHAPTER 3 : METHODOLOGY	26
Population	26
Sample	27

Questionnaires	27
Instrumentation	28
Data collection procedures	30
Statistical procedures	32
CHAPTER 4 : FINDINGS	34
Demographic results	34
Statistical analyses	38
CHAPTER 5 : DISCUSSION	48
Summary	48
Conclusions	50
I m p l i c a t i o n s	52
Limitations of the study	53
Recommendations for further study	54
APPENDICES	
APPENDIX I	55
Questionnaire	55
Personal report of CA (PRCA-24)	57
APPENDIX 2	59
2-A Frequency and percentage for gender of respondents	59
2-B Overall mean and gender	59
2-C Frequency and percentage for race of respondents	59
2-D Overall mean and race	59
2-E Frequency and percentage for place of residence of respondents	60
2-F Overall mean and place of residence	60

2-G	Frequency and percentage for major of study of respondents	61
2-H	Overall mean and major of study	61
2-I	Frequency and percentage for year in university of respondents	62
2-J	Overall mean and year in university	62
APPENDIX 3	63
	Permission to conduct survey by EPRD	63
BIBLIOGRAPHY	64

CHAPTER ONE

INTRODUCTION

Communication is a dynamic, ever changing, continuous process by which people transmit information and their feelings to others (Cathcart, 1988). It involves the process of transferring meaning from one individual to another. This process can happen in a conscious or unconscious, intentional or unintentional way in which feelings and ideas are expressed in verbal and nonverbal messages (Berko, et al., 1992).

Communication plays an important role in our lives. We communicate most of the times. During waking hours, we are constantly communicating in a variety of ways like talking, smiling, teaching or socializing and in different settings such as family, school, and society or intercultural. As adults, we spend as much as 42 percent of our total verbal communication time as listeners and 40 percent of our overall communication time as speakers. Only 15 percent of our communication time are spent reading, and 11 percent is spent writing (Kankin, 1930) in (Berko, et al., 1992).

Burgoon and Ruffner (1974), wrote that infants begin to learn the complex process of communication in the first week of life. They try to communicate to adults through crying, laughing, smiling, scratching their heads or waving their hands. This indicates that we learn to communicate and convey messages to others since our childhood, but when we grow up, we find that an individual always has the zeal to achieve greater speech proficiency, but always encounter difficulties to the realization of this goal. Many people have difficulty sharing themselves with others and feel uncomfortable about communicating in selected situations, like talking to the new

The contents of
the thesis is for
internal user
only

BIBLIOGRAPHY

- Andersen, J. (1978). The relationship between teacher and immediacy and student learning. Doctoral dissertation. West Virginia University, Morgantown.
- Asher, J. (1987, April 21). Born to be shy? Psychology Today, 21, 59
- Balch, L. F. (1986). A study of the relationship between oral communication apprehension and cognitive restructuring in high school speech class. Doctoral dissertation. Western Michigan University, Michigan.
- Batten, S. W. G. (1994). The relationship of communication apprehension to demographic and employment variables of healthcare workers. Dissertation Abstract International, DAI-A55/03, p.417. Sep 1994. (University Microfilms No, AAC9419456)
- Beatty, M. J., Ballantz, G. L., & Kuwabara, A. Y. (1989, July). Trait-like qualities of selected variables assumed to be transient causes of performance state anxiety. Communication Education, 38, (pp. 277-289).
- Behnke, R.R., Sawyer, C. R., & King, P. E. (1987) The communication of public speaking anxiety, Communication Education, 36, (pp. 139).
- Berko, R.M., Wolvin, A.D., & Wolvin, D.R. (1992). Communicating: A social and career focus (5th ed.). Boston: Houghton Mifflin Company.
- Biermann, B. J. (1993). Communication related predictors of teaching effectiveness and students performance in the basic public speaking course (communication apprehension). Dissertation Abstract International, DAI-A54/09, p.3262, Mar 1994. (University Microfilms No. AAC9733804)
- Bond, B. D. (1984). Silent incarceration. Contemporary Education, 55, 95-101.
- Borkovec, T. (1976). Physiological and cognitive processes in the maintenance and reduction of fear. In Schwartz, G., & Shapiro, D. (Eds.), Consciousness and self-regulation (pp. 261-270) New York: Plenum.
- Bruskin Associates. (1973). What are Americans afraid of? The Bruskin Report, no. 53, pp. 1-5.
- Burgoon, M., & Ruffner, M. (1978). Human communication: A revision of approaching speech/communication. Holt, Rinehart and Winston.
- Burk, J. E. (1996). Communication apprehension among M.B.A students at SIUC (Southern Illinois University at Carbondale). Dissertation Abstract International, DAI-A57/06, p.2268, Dec 1996. (University Microfilms No. AAC9634974).
- Cathcart, Robert. S., & Samovar, L. A. (1998). Small group communication (5th ed.). Dubuque, IA: Brown.

- Cattell, R., Eber, II., & Tatsuoka, M. (1970). Handbook for sixteen factor questionnaire. Champaign, IL: Institute for Personality and Ability and Ability Testing.
- Comments made by McCroskey, J. C. (April, 1980) during a panel discussion concerning communication apprehension, Eastern Communication Association Ocean City, Maryland.
- Daly, J. A. (1978). The assessment of social-communicative anxiety via self-reports: A comparison of measures. Communication Monographs, 45, 204-218.
- Daly, J. A., & Friedrich, G. (1981). The development of communication apprehension: A retrospective analysis of contributory correlates. Communication Quarterly, 29, 243-255.
- Daly, J. A., & Leth, S. (1976). Communication apprehension and the personal selection-decision. presented at the annual convention of the International Communication Association, Portland, Oregon.
- Daly, J. A., & McCroskey, J. C. (1975). Occupational desirability and choice as a function of communication apprehension. Journal of Counseling Psychology, 22, 309-313
- Daly, J. A., & McCroskey, J. C. (Eds.) (1984). Avoiding communication: Shyness, reticence and communication apprehension. Beverly Hills: Sage.
- Daly, J. A., & Miller, M. P. (1973). The empirical development of an instrument to measure writing apprehension. Research in the teaching of English, 9, 242-249.
- Dwyer, K. K. (1995). Communication apprehension and individual learning style. Dissertation Abstract International, DAI-A56/09, p.337 1, Mar 1996. (University Microfilms No. AAC960073 1)
- Extreme shyness linked to biology, researchers say. Cleveland Plain Dealer. (1987, June 28), pp. A-1 5, reporting the work of psychologists Kagan, J., Plomin, R., Rowe, d., & Suomi, S.
- Falcione, R. L., Daly, J. A., & McCroskey, J. C. Job satisfaction as a function of employees' communication apprehension, self-esteem, and perception of their immediate supervisor. In B. D Ruben (Eds.), Communication Yearbook 1. (1977). New Hruswick, N. J. :Transaction (pp.263-276).
- Freimuth, V. (1976). The effects of communication apprehension on communication effectiveness. Human Communication Research, 2, 289-298, 37, 4129A.
- Friedman, P. G. (1980). Shyness and reticence in students. Washington, D. C.: National Education Association. Stock No. 1675-o-00. ED 181 520.

- Garrison, J. P., & Garrison (Harris), K. R. (1979). Measurement of communication apprehension among children: A factor in the development of basic speech skills. Communication Education, 28: 119- 28.
- Giffin, K., & Bradley, K. (1969). Group counseling for speech anxiety: An approach and a rationale. Journal of Communication 19, 22-29.
- Gilkinson, H. (1942). Social fears as reported by students in college speech classes. Speech Monographs, 9, (pp. 14 1-1 60).
- Glaser, S. R. (198 1). Oral communication apprehension and avoidance: The current status of treatment research. Communication Education, 30, 32 1-41.
- Gouran, D. S., Wiethoff, W. E., & Doelger J. A. (1992). Mastering communication (2nd ed.) Massachusetts: Allyn and Bacon
- Greenleaf, F. (1947). An experimental study of social speech fright. Unpublished master's thesis. University of Iowa, Iowa City.
- Grutzeck, L. (1970). A search for invariant characteristics of reticent elementary school children. Unpublished master's thesrs, Pennsylvania State University, University Park, PA.
- Hamilton, P. R. (1972). The effect of risk proneness on small group interaction, communication apprehension, and self-disclosure. Unpublished master's thesis, Illinois State University, Normal, IL.
- Harris, K. R. (1980). The sustained effects of cognitive modification and informed teacher on children's communication apprehension. Communication Quarterly, 28: 47-56.
- Heston, J., & Anderson, P. (1972). Anomie-alienation and restrained communication among high school students. Paper presented at the Western Speech Association. Honolulu.
- Honig, A. (1987) The shy child. *Young children* 42 (4): 54-64. EJ 358 395.
- Kempe, Kristen M. (1995). Shyness and self-esteem in early childhood. Journal of Humanistic Education and Development, 338(4): . EJ 509 552.
- Hurt, H., Preiss, R., & Davis, B. (1976). The effects of communication apprehension of middle-school children on sociometric choice affective and cognitive learning. Paper presented at the International Communication Association, Portland, Oregon.
- Jablin, F., & Sussman, L. (1978). An exploration of communication and productivity in real brainstorming groups. Human Communication Research, 4, 329-337.
- Jones, M. (1948) **The** relationship of certain personality traits to stage fright. Speech Monographs, 2,246.

- Jones, R. A. S. (1997). Is there a chill? Students perceptions of gender bias in the college classroom (communication apprehension). Dissertation Abstract International, DAI-A58/03, p.645, Sep 1997 (University Microfilms No. AAC9724422)
- Katz, A. (1977). The rationale, nature, and evaluation of a group-centered approach to the treatment of speech anxiety. Dissertation Abstracts International, 38, 33A. (University microfilms No. 76-16,147).
- Koeppel, F. (1987. February 5). Elvria Chronicle -Telegram (Ohio), p. B-4, reporting the work of Mary streets.
- Lamb, D. (1972). Speech anxiety: Towards a theoretical conceptualization and preliminary scale development. Speech Monographs, 39, 62-67.
- Lewis-Holmes, B (1997). Reducing public speaking anxiety for community college: The effects of a combination anxiety reduction technique on trait and state anxiety. Dissertation Abstract International DAI-A58/08, p.2959, Feb 1998. (University Microfilms No. AAC9733804)
- Low, G. (1950). The relationship of psychometric factors to stage fright. Unpublished master's thesis. University of Utah, Salt Lake City.
- Low, G., & Sheets, B. (1951). The relationship of psychometric factors to stage fright. Speech Monographs, 18,270.
- McCroskey, J. C. (1970). Measures of communication: bound anxiety. Speech Monograph, 37, (pp. 269-277).
- McCroskey, J. C. (1976). The effects of communication apprehension on non-verbal behavior. Communication Quarterly, 24, (pp. 39-44).
- McCroskey, J. C. (1977). Oral communication apprehension: A summary of recent theory and research. Human Communication Research, 4, 78-96.
- McCroskey, J. C. (1978). Validity of the PRCA as an index of oral communication apprehension. Communication Monographs, 45, 192-203.
- McCroskey, J. C. (1980). Quiet children in the classroom: On helping not hurting. Communication Education, 28, 239-44.
- McCroskey, J. C. (1981). Oral communication apprehension: Reconceptualization and a new look at measurement. Paper presented at the Central States Speech Association Chicago.
- McCroskey, J. C.. & Andersen, J. (1976). The relationship between communication apprehension and academic achievement among college students. Human Communication Research, 3, 73-81.

- McCroskey, J. C., & Daly, J. A. (1976). Teachers' expectations of the communication apprehension child in the elementary school. Human Communication Research, 3, 67-72.
- McCroskey, J. C., & Daly, J., & Sorensen, G. (1976). Personality correlates of communication apprehension: A research note. Human Communication Research, 2, 376-380.
- McCroskey, J. C., & Kretzschmar, M. (1977). Communication apprehension and marital relationships of college graduates: An exploratory investigation. Paper presented at the Eastern Communication Association, New York.
- McCroskey, J. C., & Leppard, T. (1975). The effects of communication apprehension on non verbal behavior. Paper presented at the Eastern communication Association, New York.
- McCroskey, J. C., & Richmond, V. (1980) The quiet ones: Communication apprehension and shyness. Dubuque, Iowa: Commcomp, Gorsuch Scaresbuch, (pp. 2-1).
- McCroskey, J. C., & Sheahan, M. (1976). Seating position and participation: An alternative theoretical explanation. Paper presented at the International communication Association, Portland, Oregon.
- McCroskey, J. C., & Sheahan, M. (1978). Communication apprehension, social preference and social behavior. Communication Quarterly, 26(2), 41-45.
- McCroskey, J. C., & Wheelless, L. (1976). Introduction to human communication. Boston: Allyn & Bacon.
- McCroskey, J. C., Daly, J., Richmond, V., & Falcione, R. (1977). Studies of the relationship between communication apprehension and self-esteem. Human Communication Research, 3, 264-277.
- McCroskey, J. C., Ralph, D., & Barrick, J. (1970). The effect of systematic desensitization on speech anxiety. Speech Teacher, 19, 32-36.
- Ngoh, J. M. (1993). Communication apprehension in an interracial workplace. Dissertation Abstract International, DAI-A54/12, p.4306, Jun 1994. (Universitv Microfilms No. AAC9410259)
- Pearson, Judy, C. (1980). Sex roles and self-disclosure: Psychological Reports, 47, (pp. 640).
- Philips, G. (1977). Rhetoric therapy versus the medical model: Dealing with reticence. Communication Education, 26, 34-43.
- Philips, G. (Ed.) (1980). The practical teacher's symposium on shyness, communication apprehension, reticence and a variety of other common problems. communication Education, 29, 213-263.

- Philips, G. & Butt, D. (1966). Reticence revisited. Pennsylvania Speech Annual, 23, 40-57.
- Philips, G. M. (1968). Reticence: Pathology of the normal speaker. Speech Monographs, 35, (pp. 39-49).
- Powers, W. (1977). The Rhetorical Interrogative: Anxiety or control? Communication Research, 4, 44-47.
- Quiggins, J. (1972) The effects of high and low communication apprehension on a small group member credibility, interpersonal attraction and interaction. Paper presented at the Speech Communication Association, Chicago.
- Rankin, P. T. (Jan. 1930). Listening ability: Its importance, measurement, and development. Chicago School Journal, 12, (pp. 177- 179).
- Richmond, V., & Robinson, L. (1977). Communication apprehension as a function of being raised in an urban or rural environment. Paper presented at the Western Speech communication association Convention, Phoenix.
- Scott, M., & Wheelless, L. (1977). The relationship of three types of communication apprehension to classroom achievement among college students. Southern Speech Communication Journal, 42,246-z.; 5.
- Scott, M., Yates, M , & Wheelless, L. (1975). An exploratory investigation of the effects of communication apprehension in alternate systems of instruction. Paper presented at the International Communication Association, Chicago.
- Seiler, W. J. (1996) Communication: Foundation,, skills. and applications (3rd ed.). Harper Collins College Publishers.
- Sekaran, U. (1992) Research Methods for Business: A skill-building approach(2nd ed.). New York: John Wiley & Sons, Inc.
- Sheahan, M. (1976). Communication apprehension and electoral participation. Unpublished master's thesis, West Virginia University, Morgantown.
- Skinner, B. (1969) Contingencies of reinforcement New York: Appleton-Century-Crafts.
- Smyhte, M. J., & Powers, W. G. (1978). When Galatea is apprehensive: The effect of communication apprehension on teacher expectations. In B. Rubben (Ed.), Communication Year Book 2 (pp. 487-49 |). New Brusckwick, NJ: Transaction Books.
- Sorensen, G., & McCroskey, J. C. (1977). The prediction of interaction behavior in small groups: Zero history versus intact groups. Communication Monographs, 44, 73-80.
- Speilberger, C. (Ed.). (1966). Anxiety and behavior. New York: Academic Press.

- Sudman., & Seymour. (1976). Applied Sampling. New York: Academic Press.
- Thompson, C., & Rudolph, L. (1992). Counseling Children (3rd ed.). Pacific grove, CA: Brook /Cole.
- Watson, D., & Friend, R. (1969). Measurement of social-evaluation anxiety. Journal of Consulting and Clinical Psychology, 33, 448-457.
- Weiner, A. (1973 j. Machiavellianism as a predictor of group interaction and cohesion. Unpublished master's thesis, West Virginia University, Morgantown.
- Wells, J. A., & Lashbrook, W.B. (1970). A study of the effects of systematic desensitization of the communicative anxiety of individuals in small groups. Paper presented at the annual convention of the Speech Communication Association. New Orleans.
- Wenzlaff, V. (1972). The prediction of leadership A consideration of selected communication variables. Unpublished master's thesis, Illinois State University Normal.
- Wesson, N. (1995) Shyness. [Http: //www.wespsych.com/shyness.html](http://www.wespsych.com/shyness.html) (1Sept,1998).
- Wheless, L. R. (1971). Communication Apprehension in the Elementary school. Speech Teacher, 10:297-99.
- William J. Seiler. (1996). Communication: Foundations, Skills, and Applications (3rd ed.). HarperCollins College Publishers Inc. New York.
- Wittmer, J. (1992) Valuing diversity and similarity: Bridging the gap through interpersonal skills. Minneapolis: Educational Media Corporation.
- Wolniewicz, R. A. (1997). The conceptual equivalence of communication apprehension in Japan and The United States. Dissertation Abstract International, DAI-A58/07, p.2465, Jan 1998. (University Microfilms No. AAC9738098)
- Zimbardo, P. (1977). Shyness: What it is; what to do about it. (Reading, Mass: Addison-Wesley, (pp. 92).
- Zimbardo, P., Pilkonis, P., & Norwood, R. (1975 j The social disease called shyness. Psychology Today, 8 (12), 68-72.